



Flaviar, Inc. Hires Todd Bellucci as Chief Marketing Officer and Appoints Andrew Glaser as Chief Customer Officer

With these moves, the company continues to invest in a comprehensive offering for both spirits brands and consumers through its three unique business verticals

New York, NY – March 9, 2022 – Today, Flaviar, Inc., has announced the hire of Todd Bellucci as Chief Marketing Officer and the appointment of Andrew Glaser as Chief Customer Officer, both of whom will oversee key components of the business. Todd will manage all global marketing activities for all divisions. Andrew will be responsible for continuing product development and enhancing the consumer experience for [Flaviar Club](#) members.

Flaviar Inc. has three unique business verticals: the Flaviar Club, which is the largest premium spirits club, [Caskers](#), a direct to consumer marketplace to purchase spirits, and The Beverage Bureau, a consultancy business for spirits companies. Jan Vranjek, SVP of Caskers, will oversee all aspects of the consumer marketplace and Ervin Strnisnik, Chief Revenue Officer, will oversee The Beverage Bureau.

“The spirits industry is a multibillion dollar market that has been resistant to technological advancements for far too long,” said Jugoslav Petkovic, CEO & Co-Founder of Flaviar, Inc. “Flaviar, Inc. is continuously innovating our products and offerings to reach our target audiences and Todd and Andrew joining the team is a critical piece of our strategy to solidify Flaviar’s position as a 21st century spirits company.”

“Flaviar not only develops and grows innovative spirits and connects them with target audiences, but we also empower consumers to participate in brand development and share in

the successes of brands,” said Bellucci. “I’m looking forward to leveraging my experience to bring new, exclusive partnerships and brands to our network of consumers.”

“Flaviar’s approach to the tasting experience is truly one of a kind,” said Glaser. “As someone who has extensive experience working with startup brands, I’m excited to take what I’ve learned and put it towards Flaviar’s product to provide our consumers with an experience that will keep them coming back for more.”

Both Todd and Andrew have extensive experience in the spirits and lifestyle spaces. Prior to taking on this role, Todd was the Head of Growth Initiatives at PAX Labs and the Chief Marketing Officer at WhistlePig Whiskey. Andrew has been with Flaviar since the end of 2020 and has incorporated his significant experience with the Jobs to be Done innovation network to bring a diverse set of products to market.

About Flaviar, INC.

Flaviar, Inc. is a global spirits company with three unique verticals: the [Flaviar Club](#), the world’s largest premium spirits club, [Caskers](#), the direct to consumer retail marketplace for consumers, and The Beverage Bureau, a consultancy for spirits companies.

Through these three verticals, Flaviar provides a unique experience for consumers to discover and engage with one-of-the-kind brands while also offering proprietary data to alcohol companies in addition to providing a marketplace to find new customers.